





5 credits

30.0 h

Q1

Teacher(s)	Koutroubas Theodoros ;Roginsky Sandrine ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The course covers the following aspects: 1/ A brief theoretical re-examination: elements of marketing, communications theory, definitions of 'lobbying', the concept of "influence" and related concepts. 2/ Study, in contexts and at different levels (local, regional, national, European) from the communication and influence strategies of a number of interest groups or action groups: - Social organizations (lobbies, special interest groups, social movements, economical operators); - Political organizations (political parties), and individual political representatives; - institutions (public administrations, public and para-public organizations, parliamentary and governmental institutions) 3/ Thinking about the "good practices" and the ethical rules, constricting or not, in terms of influence, lobbying and communication.
Aims	<p>At the end of this course, the student will be able to analyse, in concrete situations, the strategies of communication and of influence of social (lobbies, special interest groups, movements social, economical operators), political (political parties as well as political representatives) and institutional (public administrations, public and para-public organizations, parliamentary and governmental institutions) organizations. He will also be equipped, from this decoding, to intervene in terms of consultancy.</p> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Teaching methods	The course brings together 2 teachers whose courses are independent from each other: half of the course focuses on lobbying, the second half on political communication. The students are expected to actively participate and contribute to group discussions, their participation must be based on various readings.
Content	The course looks both at (1) lobbying & influence strategies and (2) the place of communication in political action. It provides an analysis framework, which can be implemented to concrete cases.
Other infos	Open-book written exam, during which each student will use concrete cases to answer a range of questions. Syllabus, printed materials (readings), primary research material (case studies) Individual teacher or a teaching staff (configuration still to be worked out), as well as specific guest(s) depending on the studied cases
Faculty or entity in charge	PSAD

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [120] in Political Sciences: General	SPOL2M	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Public Administration	ADPU2M	5		